



Utility and ESCO Partnering To Advance the Renewables Market

9th National Green Power Marketing Conference October 4-6, 2004

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Overview

- Sterling Planet introduction
- Utility partnering program
 - Objectives
 - Advantages
 - Voluntary markets
 - Mandated markets
 - Partnership examples





Sterling Planet

- Founded in 2000
- First nationwide retail REC provider
- Nation's leading retail renewable kWh provider
- Renewable project developer
- Business, government and utility focus
- 18 utility or ESCO partners nationwide
- Dual approach:
 - Voluntary markets
 - Mandated markets





Mission

To harness the power of consumer demand to convert at least 10% of the nation's electricity production to environmentally preferable energy - energy that is diverse, domestically based and low impact - by 2012, while stimulating local economies and creating jobs.





Green AmericaTM Partnering

Offering electric utilities and energy service companies (ESCOs) turnkey, a la carte services:

- Design, launch and administer green marketing program
- Customize renewable offers for commercial customers
- Sell excess RECs from existing renewable projects
- Meet utility RPS requirements
- Develop new renewable projects

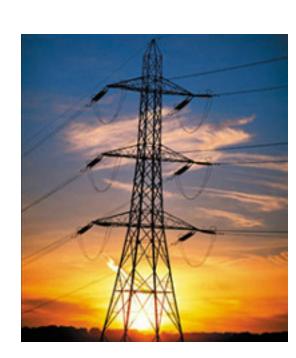






Partnering Advantages (1 of 2)

- Utility/ESCO in driver's seat
- Exclusive or non-exclusive marketing
- Utility branding or co-branding
- Complete or a la carte services
- Flexible signup levels and terms
- Diverse renewable source types
- Customized, localized supply
- And more . . .







Partnering Advantages (2 of 2)

- Certification options
- Less cost, less time to market
- Access to extensive utility experience
- Consistent performance
- National market presence
 - Leverage Fortune 500 client base
 - Achieve instant credibility







Dual Markets

Voluntary Markets

- Customers voluntarily pay more for renewable energy
- Participating in 10 utility renewable marketing programs in:
 - Florida
 - Massachusetts
 - New York
 - Rhode Island

Mandated Markets

- Sell RECs to utility to satisfy RPS
- Manage RECs exchange among utilities
- Provide RECs to government agencies







Marketing Renewable Energy

Niagara Mohawk and Agway Energy Services

- Sterling GreenTM
- 40% new wind, 30% small hydro and 30% bioenergy
- New York state sources
- NYSERDA support
- University sales Hamilton College







Marketing Renewable Energy

Long Island Power Authority

- Sterling GreenTM
- New York CleanTM
- Blends of wind, small hydro and bioenergy
- New York state sources
- Schools initiative









Marketing Renewable Energy

Massachusetts Electric and Nantucket Electric

- Sterling PremiumTM
- 5% new solar, 15% wind, 30% bioenergy and 50% small hydro
- All New England sources

Narragansett Electric (RI)

- Sterling Supreme
- 25% new solar, 10% wind, 25% bioenergy and 50% small hydro
- All New England sources









Marketing Renewable Energy

City of Tallahassee (FL) Utility

- Wind PlusTM 55% wind, 25% bioenergy, 15% small hydro and 5% solar
- Tallahassee Blend[™] @ 2.5¢ / kWh 80% small hydro and 20% solar
- Pure Solar @ 11.6¢ / kWh 100% solar

Keys Energy Services (FL)

- Florida EvergreenTM 25% solar and 75% bioenergy
- USA GreenTM 5% solar, 45% bioenergy and 50% wind







Focusing on Commercial Customers

- Teamed with Pepco Energy Services to customize renewable energy blend for The Tower Companies
- Teamed with Constellation NewEnergy to customize renewable energy for Starwood Hotels to offset hotel electricity use during 2004 Republican National Convention in New York City







Selling Excess Utility RECs

- Nebraska Public Power District wind RECs
- JEA (FL) solar and bioenergy RECs
- Lakeland Electric (FL) solar RECs
- City of Tallahassee (FL) solar and small hydro RECs













Meeting Utility RPS Requirements

Sterling Planet has supplied solar RECs to:

- Constellation NewEnergy
- Constellation Power Source
- PPL EnergyPlus













Developing New Renewable Projects

Sterling Planet is now working to develop new sources of renewable energy production:

- Bioenergy Big Bear Lake, CA
- Bioenergy Albany, NY
- Bioenergy Jacksonville, FL
- Solar Tallahassee, FL, and many other locations across the nation





Lessons Learned

- Know utility's business
- Take long-term perspective
- Set the utility up for success
- Be the client's advocate
- Put utility interests first
- Give a la carte options
- Offer value-added services
- Help manage utility's renewable supply
- Focus on both residential and business customers